

OUTDOOR ADVERTISING IN ST. PETERSBURG



The area of St. Petersburg in Florida is likely going to receive some renovations when it comes to the modern advertising industry and outdoor advertisements in general. Clear Channel Outdoor has been working on a plan, which was recently passed by the city council of St. Petersburg, which will help to modernize the outdoor advertisements within the city. The plan is to add digital billboards in different areas around St. Petersburg. The transition of turning these billboards into something digital makes a lot of sense as the world become more dependent on digital technology and it has recently started. The entire process will take a total of around six months to be completed. The city council voted unanimously for this plan, especially after noticing that other counties, such as Tampa and Pinellas, had the same idea in mind, looking to modernize the area and turn advertising into something entirely different, far better than the traditional method of advertising. With this type of digital technology, local businesses will have the opportunity to benefit and so will the consumers and the communities. The Vice President for Clear Channel Outdoor, Tom O'Neill, has said, "The city council's unanimous vote resulted from many groups, including neighborhood associations, our Chamber of Commerce, city planning team and of course concerned citizens, who contributed positive feedback so that St. Petersburg could modernize our aging billboard network." He also said, "The city council's decision will benefit St. Petersburg businesses, the city and the citizens of our great area." Outdoor advertising is something that has existed for more than one hundred years but in this day and age, it has become increasingly important, now more than ever before. There are lots of local businesses looking to spread the word about what they have to offer in terms of the products and services that they can provide to consumers. Many of these local businesses are small businesses that cannot afford all different kinds of advertising options but outdoors advertising is often the most affordable and also the most effective option. As the community in St. Petersburg continues to change, as it has for the past several decades, it is important for the city to keep up with the changes, especially when it comes to the way advertisements are displayed. In the meantime, the President of Clear Channel Outdoor, Daniel Dunnivant, has said, "Clear Channel Outdoor applauds the commitment by the city council and commits to continue to work with the community as we continue to modernize our billboards throughout the region."